REMARKS

Claims 1-10 and 14-48 were pending in the subject patent application, with claims 11-13 having previously been canceled, without prejudice or disclaimer. By this Amendment, claims 1-7, 9, 10, 14-33, 35-45 and 47 have been amended to clarify the claimed subject matter thereof, and claims 8, 34, 46 and 48 have been canceled, without prejudice or disclaimer. Accordingly, claims 1-7, 9, 10, 14-33, 35-45 and 47 remain pending upon entry of this amendment, with claims 1, 20 and 47 being in an independent form.

The set of claims has been amended in order to clarify the claimed subject matter of the claims and more clearly distinguish it over the prior art. In order to clarify the patentable distinction of the amended claims, an overview of the invention as claimed in the present application is first provided below, followed by Applicant's detailed remarks in response to the rejections. Applicant respectfully requests the Examiner to reconsider the subject patent application in view of the above amendments.

CLAIMED SUBJECT MATTER OVERVIEW

The invention as claimed in the present application enables ***displaying a Bursting-message*** on user's computer/Web terminal (by means of his Internet browser) by the following way (page 11, line 2 to page 12, line 8):

- A ***software component***, which includes a Bursting-applet, Java applet (JavaScript functions) and caching applet, ***is downloaded (conveyed) only once*** to user's Web terminal along with a corresponding Web page (e.g., HTML page).

- The downloaded Bursting-applet automatically gathers user data, provides an accessible API to the HTML code on the Web site page, communicates with the Burst-server, executes Burst-server-initiated Bursting-messages, executes applet- initiated Bursting-messages, executes downloading data content to user's computer, etc. (page 13, line 20 to page 14, line 9). At the appropriate moment, ***a Bursting-message*** (e.g., multimedia file) ***is downloaded*** by the caching applet from the Burst-server to user's Web terminal (into the Internet browser cache). This is performed in parallel with the current activity of the Internet browser (page 11, lines 11-17).

- After the Bursting-message is downloaded, the Bursting-applet ***creates a new layer to contain both the Bursting-message and corresponding script*** (page 11, lines 19-22) to be further provided and displayed, accordingly, on the user's Web terminal by means of the Web server.

- The Bursting-applet activates said corresponding script for further ***activating said new layer to form the Bursting-message and display it to the user***; the Bursting-message moves on the user's display according to this script. Finally, the Bursting-message can be terminated (page 12, lines 2-7).

According to the invention as claimed in the present application, the software component (that contains the Bursting-applet, Java applet and caching applet) is ***downloaded to user's Web terminal only once***, since it is cached within the Web terminal, and then is used for subsequently downloaded Web pages/Web sites. Such software

component is downloaded ***independently of the data (content and code) of the Bursting-message*** to be further displayed. In addition, ***multiple*** Bursting-messages can be downloaded by the caching applet (provided within the downloaded software component). The downloading of such Bursting-messages ***is controlled by means of the Bursting-applet***. Also, the content of the Bursting-messages can be determined by means of the Burst-server according, for example, to user's data that is gathered by means of the Bursting-applet. Further, the time intervals, at which the Bursting-applet calls the Burst-server for a Bursting-message, can be predefined in the Bursting-applet and can be dynamically redefined by the Burst-server.

In addition, according to the invention as claimed in the present application, JavaScript functions (software script/code) are provided within the Web page (within a corresponding HTML frame) that is displayed to the user. These functions communicate with the Bursting-applet ***for downloading one or more Bursting-messages*** from said Burst-server ***by means of the once downloaded Bursting-applet***; enable displaying Bursting-messages on user's Web terminal, etc. (page 14, line 10 to page 15, line 10).

According to the invention as claimed in the present application, the Bursting-message life cycle is as follows (page 18, line 1 to page 22, line 9):

- The multimedia files that relate to the Bursting-message to be displayed on user's Web terminal are downloaded from the Burst-server to said user's Web terminal.

- The Bursting-applet ***dynamically writes a transparent***

layer into the Web page/site frame. ***This layer contains both the Bursting-message content and a set of JavaScript functions*** that will further display the Bursting-message to the user.

- The Bursting-message is executed. For that, the JavaScript functions within the layer are activated to perform the Bursting-message scenario (moving the Bursting-message within the user's computer screen, activating the audio in a predefined order, etc.).
- The Bursting-message is terminated (e.g., after a predefined period of time).

Applicant respectfully submits that the amendments to the pending claims are commensurate with the above overview and are fully supported by the description as noted above. Accordingly, Applicant believes that no new matter is presented by these amendments.

Remarks in response to Rejections Under 35 U.S.C. § 102

In section 3 of the August 23, 2007 Office Action, claims 1-3, 5-10, 14-18, 24, 26, 27, 31-37, 40-44, and 46-48 were rejected under 35 U.S.C. § 102(b) as purportedly anticipated by U.S. Patent No. 5,948,061 to Merriman et al.

Merriman, as understood by Applicant, proposes an approach for ***targeting the delivery of advertisements over a network***. Information about networks and sub-networks is routinely collected. In addition, information about individual users is also gathered when users click on different advertisements. Also, various ***data is tracked***, such as how often a given advertisement has been displayed, etc. For that, an

advertising server (process) is provided as a node of the network, and various advertisements are stored on the server. According to Merriman, a user accesses a web page that is affiliated with the advertising server process, the affiliated page encoding includes an embedded reference to an object provided by the advertising server process. That causes the ***user's browser to contact the advertisement server process to provide the advertising image that will appear on the displayed web page*** (col. 2, lines 6-45, Abstract). However, Merriman does not teach, suggest or intend to teach displaying one or more Bursting-messages on a user's Web terminal ***by downloading (only once) a software component to said user Web terminal***, and then by means of that software component to ***download from a Burst-server said one or more Bursting-messages*** (in conjunction with the corresponding code) to be further presented on said user's Web terminal within ***an overlayer*** of the displayed Web page.

In section 4 of the August 23, 2007 Office Action, claims 20 and 21 were rejected under 35 U.S.C. § 102(e) as purportedly anticipated by U.S. Patent No. 6,161,127 to Cezar et al.

Cezar, as understood by Applicant, proposes a central system controller that ***prepares a list of ads to be played*** from an "ad played" database. This "to be played list" includes ad identity and an ad Internet address. This "to be played list" is first computed and thereafter lodged in the central system controller at peripheral web servers for distribution to browsers. ***When a browser hits a client website, it is diverted to the system controller at one of the peripheral web servers.*** According to Cezar, ***ads are played in sequence from the browser in accordance with the "to be played list".***

However, Cezar, similar to Merriman, does not teach, suggest or intend to teach displaying one or more Bursting-messages on a user's Web terminal ***by downloading (only once) a software component to said user Web terminal***, and then by means of that software component to ***download from a Burst-server said one or more Bursting-messages*** (in conjunction with the corresponding code) to be further presented on said user's Web terminal within ***an overlayer*** of the displayed Web page.

Accordingly, Applicant respectfully requests that the Examiner reconsider and withdraw the rejections under 35 U.S.C. § 102.

Remarks in response to the Rejections Under 35 U.S.C. § 103

In section 5 of the August 23, 2007 Office Action, claims 4, 25, 28, 29, 30 and 39 were rejected under 35 U.S.C. § 103(a) as purportedly unpatentable over Merriman.

As pointed out above, Merriman relates to ***targeting the delivery of advertisements over a network***; various ***data is tracked***, such as how often a given advertisement has been displayed, etc. For that, an advertising server (process) is provided as a node of the network, and various advertisements are stored on the server. The ***user's browser contacts the advertisement server process to provide the advertising image that will appear on the displayed web page*** (col. 2, lines 6-45, Abstract).

However, Merriman does not teach or suggest, and in combination with common knowledge to one of ordinary skill in the art would not have rendered obvious, displaying one or

more Bursting-messages on a user's Web terminal ***by downloading (only once) a software component to said user Web terminal***, and then by means of that software component to ***download from a Burst-server said one or more Bursting-messages*** (in conjunction with the corresponding code) to be further presented on said user's Web terminal within ***an overlayer*** of the displayed Web page.

Therefore, claims 4, 25, 28, 29, 30 and 39 of the present application would not have been obvious to one of ordinary skill in the art in view of Merriman and common knowledge to the ordinarily skilled person.

In section 6 of the August 23, 2007 Office Action, claims 19 and 45 were rejected under 35 U.S.C. § 103(a) as purportedly unpatentable over Merriman in view of U.S. Patent No. 6,442,590 to Inala et al.

Inala, as understood by Applicant, proposes a site-sensitive service system in a WAN network, comprising an enhanced browser extension execution on a first client platform and accessing the WAN, and a service-control server in the WAN, which organizes and enables chat sessions among simultaneous visitors to common Internet sites.

However, Inala ***does not deal with and is not related to displaying one or more Bursting-messages on a user's Web terminal***.

Therefore, claims 19 and 45 of the present application would not have been obvious to one of ordinary skill in the art in view of Merriman, Inala and common knowledge to the

ordinarily skilled person.

In section 7 of the August 23, 2007 Office Action, claim 22 was rejected under 35 U.S.C. § 103(a) as purportedly unpatentable over Cezar in view of U.S. Patent No. 5,850,218 to LaJoie et al.

LaJoie, as understood by Applicant, proposes a full service television system capable of delivering a high number of high quality television programs.

However, LaJoie, similar to Inala, ***does not deal with and is not related to displaying one or more Bursting-messages on a user's Web terminal.***

Therefore, claim 22 of the present application would not have been obvious to one of ordinary skill in the art in view of Cezar, LaJoie and common knowledge to the ordinarily skilled person.

In section 8 of the August 23, 2007 Office Action, claim 23 was rejected under 35 U.S.C. § 103(a) as purportedly unpatentable over Cezar.

As pointed out above, Cezar relates to a central system controller that ***prepares a list of ads to be played*** from an "ad played" database.

However, Cezar does not teach or suggest, and in combination with common knowledge to one of ordinary skill in the art would not have rendered obvious, displaying one or more Bursting-messages on a user's Web terminal ***by downloading***

(only once) a software component to said user Web terminal, and then by means of that software component to ***download from a Burst-server said one or more Bursting-messages*** (in conjunction with the corresponding code) to be further presented on said user's Web terminal as within ***an overlayer*** of the displayed Web page.

Therefore, claim 23 of the present application would not have been obvious to one of ordinary skill in the art in view of Cezar and common knowledge to the ordinarily skilled person.

In section 9 of the August 23, 2007 Office Action, claim 38 was rejected under 35 U.S.C. § 103(a) as purportedly unpatentable over Merriman in view of LaJoie.

As pointed out above, LaJoie relates to a full service television system capable of delivering a high number of high quality television programs.

However, LaJoie et al. ***does not deal with and is not related to displaying one or more Bursting-messages on a user's Web terminal.***

Therefore, claim 38 of the present application would not have been obvious to one of ordinary skill in the art in view of Merriman, LaJoie and common knowledge to the ordinarily skilled person.

Accordingly, Applicant respectfully requests that the Examiner reconsider and withdraw the rejections under 35 U.S.C. § 103.

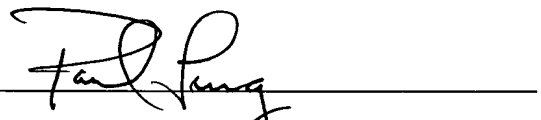
CONCLUSION

This communication is believed to be fully responsive to the Office Action, and every effort has been made to place the application in condition for allowance. Amended claims 1-7, 9, 10, 14-33, 35-45 and 47, in view of the foregoing explanations, are believed to be patentable over the cited art, and a favorable Office Action is hereby earnestly solicited. Accordingly, Applicant respectfully requests allowance of the patent application.

If a telephone interview would be of assistance in advancing prosecution of the subject application, Applicant's undersigned attorneys invite the Examiner to telephone them at the telephone number provided below.

If a petition for an extension of time is required to make this response timely, this paper should be considered to be such a petition.

Respectfully submitted,



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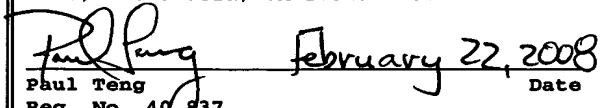

February 22, 2008

Paul Teng **Date**
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